



TOBERMORY 12 YEAR OLD

LAUNCH PRESENTATION

THE ART OF THE HEBRIDEAN DISTILLERS





THE ARTISAN DISTILLER

Here on Mull, we celebrate *creativity* and are *expressive* in *nature*. This is evident in the colourful houses of Tobermory, framed by the rich and dramatic landscape of our beautiful island.

This passion for art in nature, isn't just reflected in the harbour waters, but in the distinctive spirits we craft here at our coastal distillery.

Everything we make is an expression of the *rich palate* that our Hebridean home provides.



THE ART OF THE HEBRIDEAN DISTILLERS

THE ARTISAN DISTILLER CONTENTS

A COLOURFUL PAST

TOBERMORY 12 YEAR OLD

PRODUCTION FACT FILE

KEY SELLING MESSAGES

ART OF THE HEBRIDEAN DISTILLERS

- CORE RANGE
- LIMITED EDITIONS 2019

APPENDIX

- ONE PAGE SUMMARY

A COLOURFUL PAST



Established in 1798, Tobermory is The Isle of Mull's only distillery and one of the oldest commercial distilleries in Scotland. It sits at the centre of the vibrant island community from which it takes its name.

Tobermory's past however, is as colourful as the town's seafront. A chequered story marked by closures and financial troubles has, on more than one occasion threatened its very existence. Yet with creativity and dedication, Tobermory has endured its troubles.

After its most recent hiatus in production to for much needed maintenance and renovation, Tobermory Distillery has in 2019, re-opened its doors and fired up its stills once more.

Under the Tobermory Distillery name this Artisan Hebridean Distiller now produces Tobermory and Ledaig Single Malts and for the first time in its history, Tobermory Gin.

Today, it is a thriving, expressive and unique distiller, true to its idyllic location on the Hebridean island of Mull.

-

TOBERMORY 12 YEAR OLD

The Tobermory 12 year old is the *signature expression* of our Hebridean home. It's the very definition of our island artistry.

Expressive by Nature



THE ART
OF THE
HEBRIDEAN
DISTILLERS

TOBERMORY 12 YEAR OLD

At times, simplicity can be hard to achieve. Surprisingly often however, this simplicity yields the best from both us and our stills.

Tobermory 12 year old is the truest expression of our Hebridean home and surprisingly simple. We use the best non-peated barley, water from our private source and distil to tried and tested methods that allow the essence of our home on the Isle of Mull to show.

Aged in American oak casks for 12 years. Tobermory 12 has colourful palette of vibrant fruit and spice with a subtle saltiness reflective of our harbour waters here at Tobermory.

RSP	£46
ABV	46.3
Aged	12 years, whisky refill
Filter	Non-chillfiltered



PRODUCTION FACT FILE

TOBERMORY 12

Tobermory 12 year old is an expression of our island home and perhaps with the exception of our uniquely shaped stills, nothing contributes more to this expression than the source of our water.

Exceptionally pure, our water source is a small brook, *Gearr Abhainn* (and its associated tributaries) which originates 3km above Tobermory and feeds a private loch lying 2km from the distillery at an altitude of 122m. Combined with non-peated optic & concerto barley sourced from Scottish maltsters and our choice of yeasts, this is the first significant factor that shapes the character of Tobermory 12 year old.

The fermentation time at Tobermory is relatively short, but it is our unusually shaped stills which are the next significant step in creating the Tobermory style. The stills have lantern-shape/bulbous boil bulbs and very rare, steeply inclined lyne arms with s-shaped kinks in them. This increased reflux produces a light and uniquely vibrant, fruity character reflective of our home in the colourful town of Tobermory.

Tobermory 12 year old is aged in American oak.



WATER

Privately source from *Gearr Abhainn* brook.



BARLEY

Non-peated malted barley – optic/concerto.



MASH TUN

5 tonne cast iron copper domed mash tun, mash cycle lasts for 9.5 hours.



WASHBACKS

4 Oregon pine washbacks (23,000 litres capacity each).



WASH STILL S

22,000 litres (charge 18,000 litres)

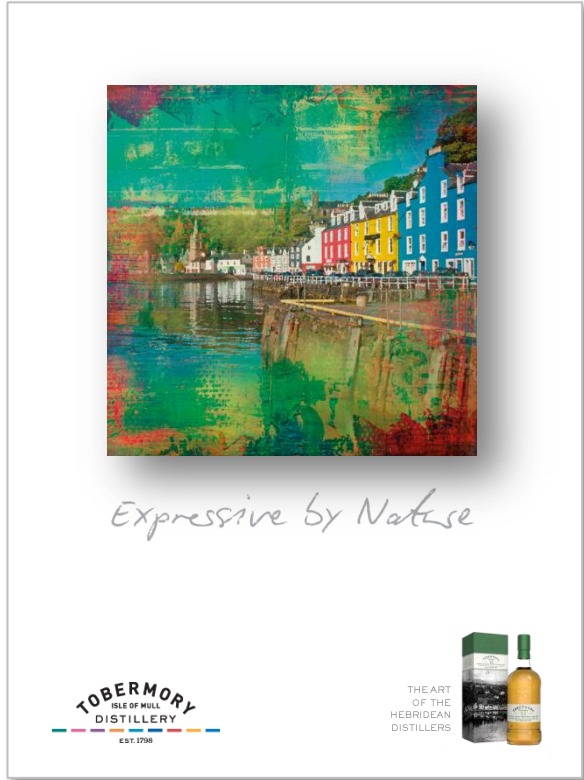
SPIRIT STILL S

17,100litres (charge 15,500 litres).

STILL SHAPE

Lantern/bulbous with steeply inclined s-shaped lyne arm.

KEY SELLING MESSAGES



- Marks the relaunch of the Tobermory in March 2019.
- Replacing the 10 year old, Tobermory 12 is our new signature expression.
- Longer maturation and improved cask policy delivers richer more characterful whisky
- Supported by improved premium and vibrant packaging
- A unique and artisan Hebridean distiller, with the only distillery on the Isle of Mull.
- Our approach is to create artisan spirits that represent our colourful home
- Supported by:
 - Brand re-launch throughout 2019
 - Media, PR, events and customer support programs
 - The introduction of Tobermory Gin
 - Superb range of annual limited editions
 - Bringing Ledaig under the Tobermory Distillery brand



THE ART
OF THE
HEBRIDEAN
DISTILLERS



ART OF HEBRIDEAN DISTILLERS



CORE RELEASE



LIMITED EDITION



CORE RELEASE



LIMITED EDITION



CORE RELEASE



CORE RANGE



Tobermory 12 YO
Gently sweet & floral

RSP £46
ABV 46.3
Aged 12 years,
American oak
Finished -



Ledaig 10 YO
Rich peat, smoke and
spice

RSP £40
ABV 46.3
Peat >36 PPM
Aged 10 years, ex-
bourbon
Finished -

Ledaig 18 YO
Rich peat, smoke and
sherry

RSP £90
ABV 46.3
Peat >36 PPM
Aged 16 years, ex-
bourbon
Finished 2 years, ex-sherry



Tobermory Gin

RSP £36
ABV 46.3
Botanicals Tobermory New
make Spirit;
Elderflower,
Heather & Macha
Tea from Mull



LIMITED EDITION RANGE 2019 RELEASES



Tobermory 19 YO

1999 Marsala Finish

RSP	£130
ABV	Cask Strength
Aged	17 years, whisky refill hogsheads
Finished	2 years in Marsala casks
# Prod.	1268 bottles



Ledaig 13 YO

2005 Port Pipe Matured

RSP	£95
ABV	46.3
Peat	>40 PPM
Aged	13 years, port pipe casks
Finished	-
# Prod.	1489



Ledaig 21 YO

1997 Manzanilla Finish

RSP	£160
ABV	Cask Strength
Peat	>40 PPM
Aged	19 years, whisky refill hogsheads
Finished	2 years in Manzanilla hogsheads
# Prod.	1553





APPENDIX

- ONE PAGE SUMMARY

TOBERMORY
12 YEAR OLD

The Tobermory 12 year old is the *signature expression* of our Hebridean home. It's the very definition of our island artistry.

Expressive by Nature

Here on Mull, we celebrate *creativity* and are *expressive* in *nature*. This is evident in the colourful houses of Tobermory, framed by the rich and dramatic landscape of our beautiful island.

This passion for art in nature, isn't just reflected in the harbour waters, but in the distinctive spirits we craft here at our coastal distillery.

Everything we make is an expression of the *rich palate* that our Hebridean home provides.

Tobermory 12 year old is the truest expression of our Hebridean home and surprisingly simple. We use the best non-peated barley, water from our private source and distil to tried and tested methods that allow the essence of our home on the Isle of Mull to show.

Aged in ex-bourbon casks for 12 years. Tobermory 12 has colourful palette of vibrant fruit and spice with a subtle saltiness reflective of our harbour waters here at Tobermory.



KEY SELLING POINTS

- Marks the relaunch of the Tobermory in 2019.
- Replacing the 10 year old, this is our new signature expression.
- Longer maturation and improved cask policy delivers richer more characterful whisky
- Supported by improved premium and vibrant packaging
- A unique and artisan Hebridean distiller, with the only distillery on the Isle of Mull.
- Our approach is to create artisan spirits that represent our colourful home

COMPETITIVE SET

- Dalmore 12YO
- Macallan 12YO
- Ardbeg 10YO
- Lagavulin

KEY FACTS

RSP	£46
ABV	46.3
AGED	12 years, American oak
FILTER	Non-chillfiltered